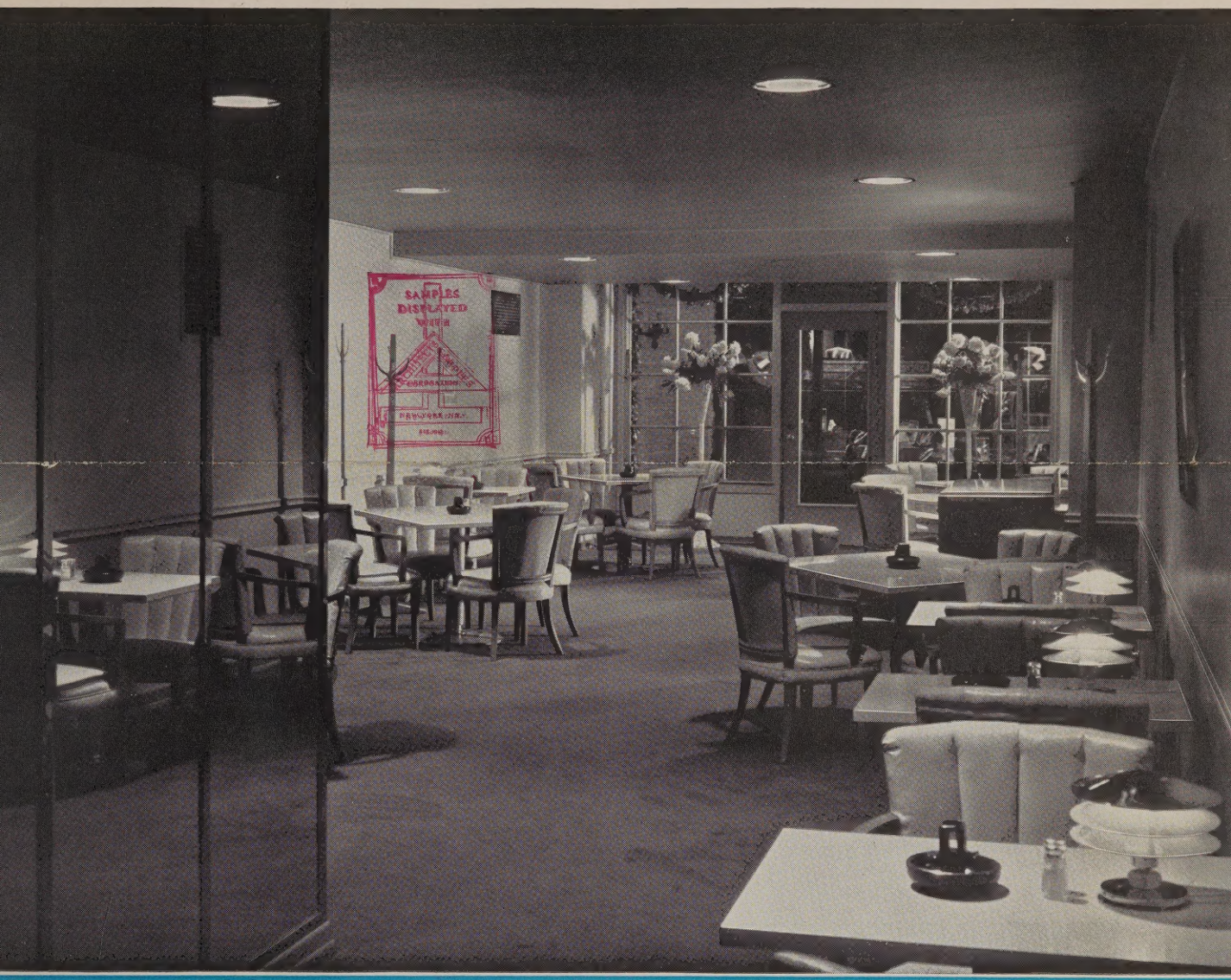
NEW YORK ADDRESS 139 HUDSON ST



FORMICA

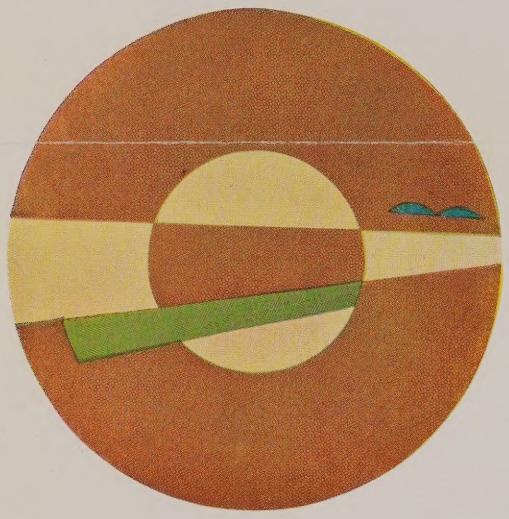
BLISTERPROOF MODERN TABLE TOPS

Flexible Designs in Many C

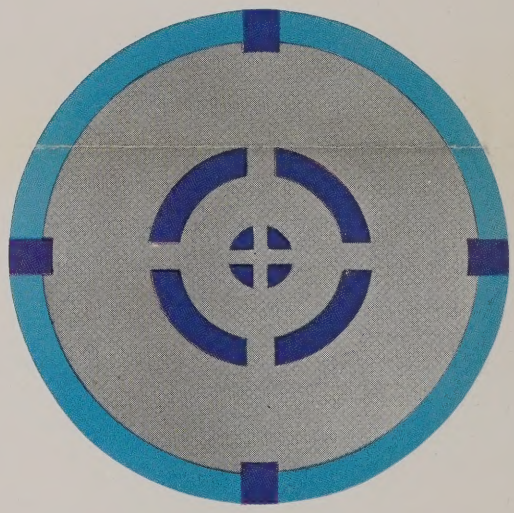
THE pictures on this page show eight typical designs in color for table tops which are possible in Formica. All of them may be had in the Blisterproof grade.

Blisterproof Formica is one of the greatest discoveries for improving table tops to be used in restaurants and taverns that has been made in years. These tops can be guaranteed not to blister or stain with cigarettes, cigars or lighted matches.

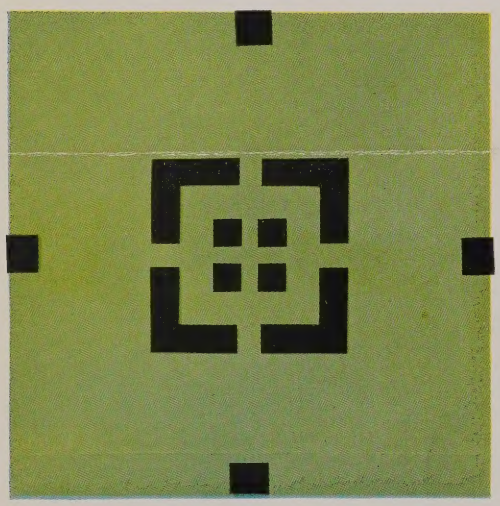
Think what that means — in these days when everybody smokes. The table tops will not spot



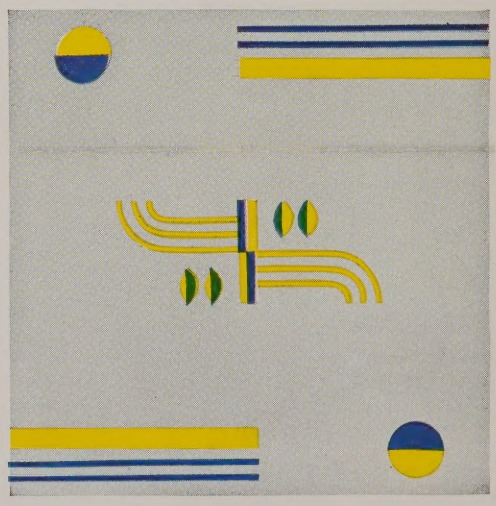
No. 1—This combination of Brown, Ivory, Green and Blue in all Formica inlay is shown on a 36-inch diameter top, but may be had on other round or square sizes.



No. 2—Two shades of Blue and Gray. Ideal for a tea-room or other room finished in light pastel shades. The same top may be had with other colors if desired.



No. 5—Green and Black. Like No. 4 the inlay on this is simple and less costly than some of the more complicated figures.



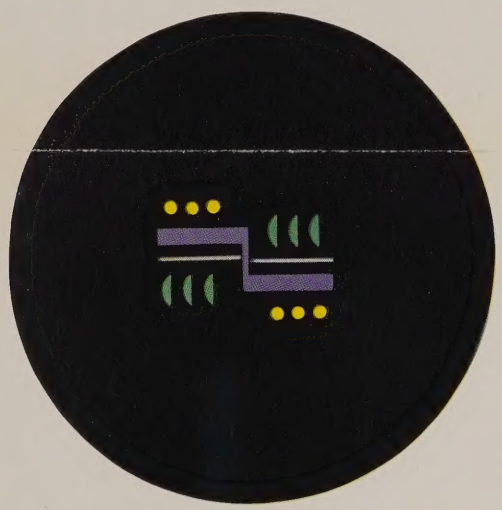
No. 6—White background with Yellow, Blue and Green decoration. The method of making Formica Blisterproof is so effective that even these white tops will not stain with cigarettes.

lors — and Wonderful Durability

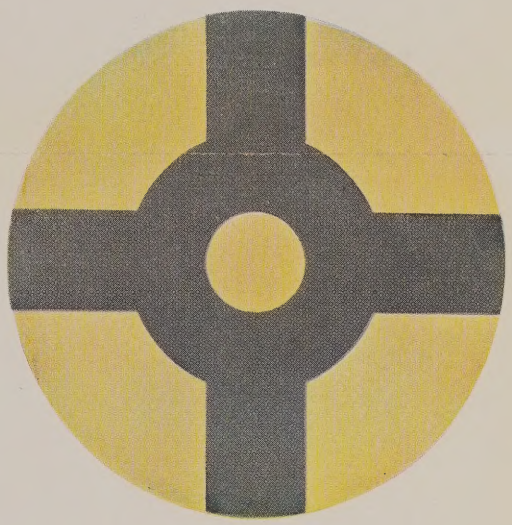
with alcohol, fruit acids or any other liquids that are likely to touch them. They are not brittle and will not break or chip.

The tables shown are built up with combinations of Formica colors — one color laid over another. All colors are embedded in the material and protected from wear by a coating that is set up under 1100 pounds pressure per square inch and 300 degrees of heat.

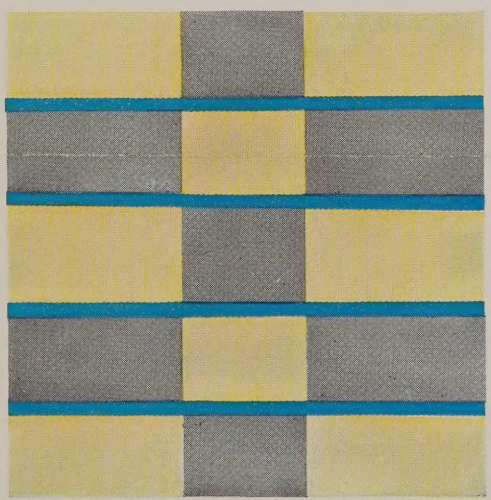
The tables, therefore, have the same durability as any Formica table top, whether decorated in bright colors or not. They will give thoroughly satisfactory service.



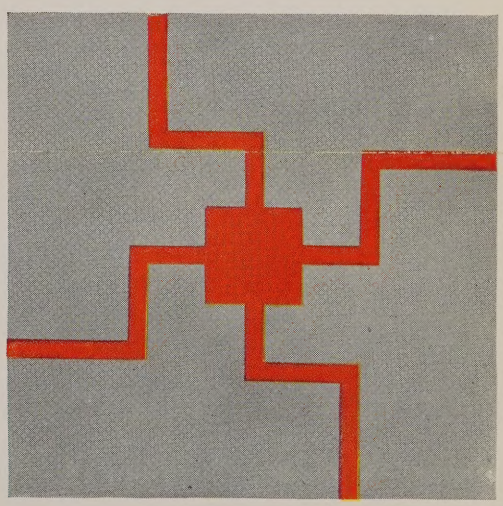
No. 3—Black background with Blue, Green, Yellow and Silver colored inlays. Other colors may be specified for the decoration. Material in all these tops is Blisterproof.



No. 4—Gray and Ivory, a simple design available in any combination of colors. It would be adaptable to rectangular tops, as well as square and round ones.



No. 7—This design in Gray, Ivory and Blue (any of which colors may be changed for others if the customer desires) is adaptable to long rectangular tops as well as square ones.



No. 8—Red and Gray (interchangeable with other colors).

Formica in Splendid Colors for Walls, Counter Panels, Counter Tops

INLAYS in color have added an unlimited number of effects that are possible with Formica. Leading architects and designers of the country have been quick to see the many possibilities and to apply it to the finest taverns that have been designed during the past few months.

To mention only a few of these fine jobs, Nat Eastman of the Eastman Decorators used it in the Eastman Room at the Congress Hotel in Chicago, one of the finest night clubs in the world; Jac Lessman of Lessman, Inc., put it in the cocktail lounge of the Netherland Plaza, Cincinnati; Joseph Urban used it on table tops in the Plaza Hotel in New York. It is in use at the Waldorf, Essex and Park Central in New York; the Palmer House and Stevens Hotel in Chicago (specified by Holabird & Root, Architects).

Formica bar counters are made with Formica bar top, Formica panels and baseboard. The panels may be decorated with inlays in bright metal or in metals of different colors, as well as with inlays of one color of Formica over another. The bar tops are Blisterproof, if desired, as well as the table tops.

Interesting back bar panels with designs in colors are provided in Formica, and wall covering with Formica and bright metal trim is thoroughly modern and attractive.

All of these Formica surfaces are easy to keep clean. They can be washed with soap water; and alcohol, gasoline, and similar solvents, which would ruin paint and varnish, may be used without injury to the material.

All Formica bar tops may be had with bright metal edge lines at no additional cost.

Formica has been used by the best designers in the finest places in America, and yet it is not expensive when compared with other first-class table and bar tops.

Formica is sold by nearly all good dealers in restaurant equipment. Be sure to see it before you buy table tops or bars.

THE FORMICA INSULATION COMPANY

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